



# *Hidden Gems...*

## *Business Resources in the Region*

**Tuesday, March 11, 2014**  
**4 - 6 pm**  
**The GROUND FLOOR AT HARFORD**  
 2021-G Pulaski Highway, Havre de Grace, MD

<sup>\$</sup>10 non members of Harford's Business Edge

**Bring some clarity and brilliance to your business  
 or startup with our dazzling array of resources.**

**Register online by March 5**  
**[WWW.HARFORDBUSINESS.ORG](http://WWW.HARFORDBUSINESS.ORG)**

For more information contact Eva Hanley  
 ehanley@harfordcountymd.gov or 410.273.5708



Person	Representing	Focus/topics
Denise Carnaggio	OED	Harford County OED Offerings
Kathy Wager	HBIC	Facility and Offerings
Blake Sajonia	HBIC Tech Transfer	SBIR & APG T2 Assist
Bonnie Maliszewski	PTAP	Federal, State, Local Government
Joe Thompson	Library	Business Resources Available
Karen Holt	Ground Floor	Space & Benefits
Jack Schammel	NMTC	Growing Business Roundtable
Amy Wallace	SBTDC	Expert Advice Proven Results
Debbie Grosh	TEDCO	TEDCO Programs for Entrepreneurus



# **Harford County Office of Economic Development** **Gateway and Funder of Key Resources for Business**

*Creating Jobs and Revenue for Our County*

**[www.harfordbusiness.org](http://www.harfordbusiness.org)**



# An Economic Timeline



Ag, Home Building Distribution  
Riverside Business Park Built

● 1980

● 1972

Ag & Home Building  
Land Use Plan/Zoning Established

● 1917

Ag & Canning  
APG Established

● 1995

Ag, Home Construction &  
Distribution  
APG Expansion

● 2000

Manufacturing,  
Distribution, Technology  
Niche Agriculture

● 2005

Manufacturing, Distribution  
Commercial IT Electronics

● 2015

Technology  
Commercialization







# **Economic Gardening**

## **GROW YOUR BUSINESS**



**Develop your own product/service in your own office**

THE  
**GROUND FLOOR**  
AT HARFORD

**Collaborative Environment for Technology  
Entrepreneurs**

**HARFORD'S  
BUSINESS Edge**  
[WWW.HARFORDBUSINESS.ORG](http://WWW.HARFORDBUSINESS.ORG)

**Learn about all resources  
For Entrepreneurs**



## **Funding Local Small Business Programs**

- Coordinate Harford's Business Edge Program for Entrepreneurs
- Provide funds through grants or direct funding for:

**MD Small Business and Technology Development Center  
Harford Business Innovation Center (HBIC)-Riverside  
The GroundFloor-Swan Creek Center near Havre de Grace  
Technology Transfer and Commercialization Office  
MD Procurement Technical Assistance Program (PTAP)**



## Financial Services for Business Opportunities

- Economic Development Opportunity Fund  
Maximum Loan of \$100,000
- State of Maryland Financing Programs  
[www.choosemaryland.org](http://www.choosemaryland.org)
- Federal Financing  
SBA loan program coordination
- Enterprise Zone Credits
- Workforce Training Grants



# The Knowledge Economy

## Harford County's New Normal

- Research and Development of APG
- Keep federal contracting \$ in the County/MD
- University Research Park Study and Action Plan
- Harford's Business Edge
- Harford Business Innovation Center (HBIC)
- The GroundFloor
- Towson and Harford Community College 2+2



# Leading Other Business Ventures



- Tourism
- Film/Television Projects
  - *House of Cards*
  - *Tuck Everlasting*
  - *Red Dragon*
  - *August Rush*
  - *Young Americans*
  - *From Within*





# Grow Your Own in Harford County

- Use the resources offered through various providers-local, regional and state levels
- Be a member of Harford's Business Edge
- Office of Economic Development's website  
Multitude of detailed resource material

[www.harfordbusiness.org](http://www.harfordbusiness.org)



Develop Your Product or Service  
In Your Own Office



## **BUILDING ON SUCCESS**

- HBIC builds on successful 10-year history of the Harford County business incubator program started at the University Center in Aberdeen, including 14 companies assisted and over 100 jobs created.
- Designed to be a driving force in promoting an entrepreneurial culture in Harford County through the successful development of technology-oriented businesses from start-up through the growth stages, including contractors interested in business opportunities at Aberdeen Proving Ground, in Harford County and throughout the region.
- Offers the critical combination of customized business support services in highly-flexible, furnished office space and an environment where businesses can grow and prosper.



## **DETAILS, DETAILS, DETAILS**

- Sought-after location off I-95 in Riverside Business Park.
- 9,000 sf of furnished plug-and-play office space with access to conference and training rooms shared business amenities
- Competitively-priced, flexible lease terms, free parking
- On-site business support services tailored to meet the unique needs of each company
  - Maryland Small Business and Technology Development Center – Mr. Al Henry
  - Maryland Procurement Technical Assistance Program – Ms. Bonnie Maliszewski
  - Technology Transfer and Commercialization – Mr. Blake Sajonia
- Access to extensive network of service providers, events and programs
  - Harford's Business Edge
  - Northeastern Maryland Technology Council



## **TENANT COMPANIES AND AFFILIATES – MARCH 2014**

**Blue Canopy**

**Shonborn-Becker**

**NextGen Federal Systems**

**BAE Systems**

**ARTI**

**BITS**

**TASC**

**Oobleq**

**Maryland SBTDC**

**Maryland PTAP**

**Technology Transfer Program**

**APG Partners**

**Center for the Arts**

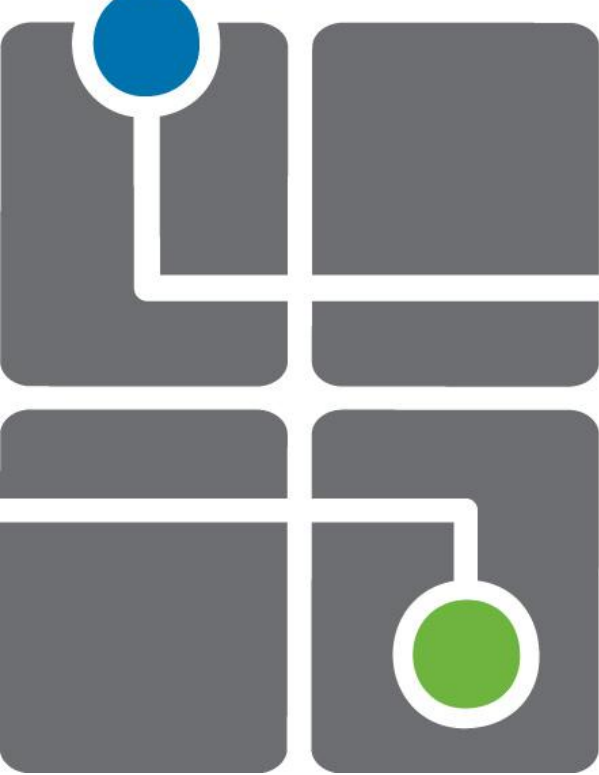
**Army Alliance**

## **TRAINING OPPORTUNITIES**

- Project Management Institute/Aberdeen Chapter – Spring/Summer 2014
- Combined-partner development of specialized programs, i.e. Advanced Planning for Business and Industry Boot camp

## **CONTACTS**

- Kathy Wajer, Program Manager, 410-306-6144 x-211
- Pam Tamargo, Resource Manager, 410-306-6144 x-210



# HBIC

Harford **Business**  
**Innovation** Center

## **Technology Transfer Office: SBIR & APG T2 Assist**

Blake Sajonia ▪ [sajonia@teamtrsg.com](mailto:sajonia@teamtrsg.com) ▪ 301-467-1498

# ***Why Technology Transfer?***

*Technology transfer between and among government, academia and industry delivers **access to innovation** that spurs economic development and enhances national security.*



# ***SBIR Opportunities***

*FY12 data listed (=2.6% of total extramural research budget; FY14=2.8%, FY15=2.9%, FY16=3.0%, FY17=3.2%)*

	SBIR Budget	# Topics	# Ph I proposals	# Ph I awards	# Ph II awards
<b>Army</b>	<b>\$183,606,698</b>	<b>119</b>	<b>2,138</b>	<b>322</b>	<b>200</b>
Navy	\$271,313,000	160	2,528	503	279
Air Force	\$304,125,000	160	2,124	531	207
DARPA	\$65,889,000	19	298	67	41
DTRA	\$6,964,000	15	179	17	5
MDA	\$79,289,000	35	647	122	49
SOCOM	\$11,046,000	8	137	12	12
<b>CBD</b>	<b>\$16,082,000</b>	<b>8</b>	<b>106</b>	<b>8</b>	<b>11</b>
OSD	\$42,088,000	32	647	73	57
DLA	\$1,342,958	2	67	0	3
DMEA	\$1,118,000	1	12	2	0
DHP	\$32,875,000	16	284	63	15
<b>All DoD</b>	<b>\$1,015,738,656</b>	<b>575</b>	<b>9,167</b>	<b>1,720</b>	<b>879</b>

# ***SBIR Tips***

## *10 characteristics of companies with high proposal success as observed by an SBIR manager*

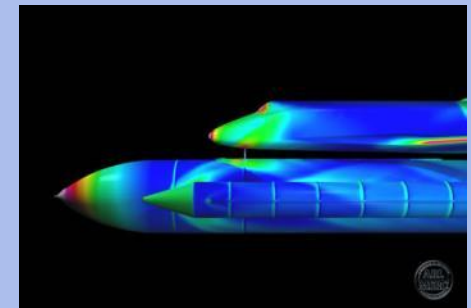
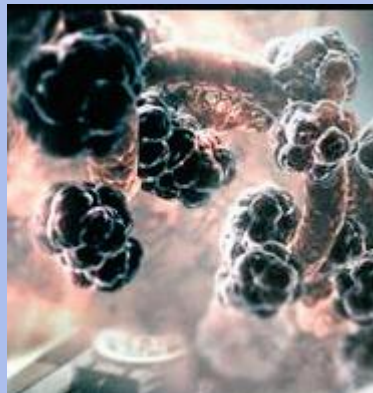
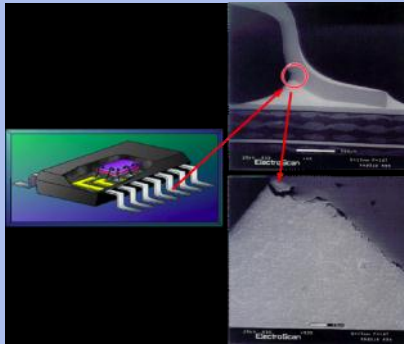
1. Significant investment in developing strategy and writing proposal (e.g., 250 hours by an FTE)
2. A well-developed understanding of why the Government has created the topic.
3. Strong partnerships to demonstrate technical reach (e.g., universities and federal laboratories), manufacturing and distribution capabilities, and industry/Government market savvy.
4. Funding support beyond SBIR.
5. A link between SBIR topic and company's mission, focus, and plans.
6. The ability to articulate and plan for risks within the SBIR R&D project.
7. A work plan that breaks down tasks in a manner that demonstrates that the work fits the proposed budget, and is achievable by the proposed team within the time constraints.
8. A proven track record of product commercialization when possible. If a start-up, perhaps the track record of key team members while at other firms.
9. A strong PI (who must be an employee of the SBIR company) with related publications and/or patents and expertise in the topic area.
10. Feedback from qualified people who review the proposal for clarity and technical merit several weeks before it is due so that corrections/improvements can be made; and debriefs to understand why a proposal was not funded.

# ***Toolkit for Leveraging Innovation***

- ***Contracts*** → Funds via SBIR, BAA, and acquisition programs
- ***CRADAs*** → Services, equipment, materials, access to facilities, and/or IP ... for reimbursement or an in-kind exchange
- ***TSAs*** → Testing of commercial product ... for cost reimbursement
- ***PLAs*** → Inventions to commercialize ... for royalties
- ***EPAs*** → Equipment and assistance to educational institutions ... no cost

# ***Access to Innovation at APG***

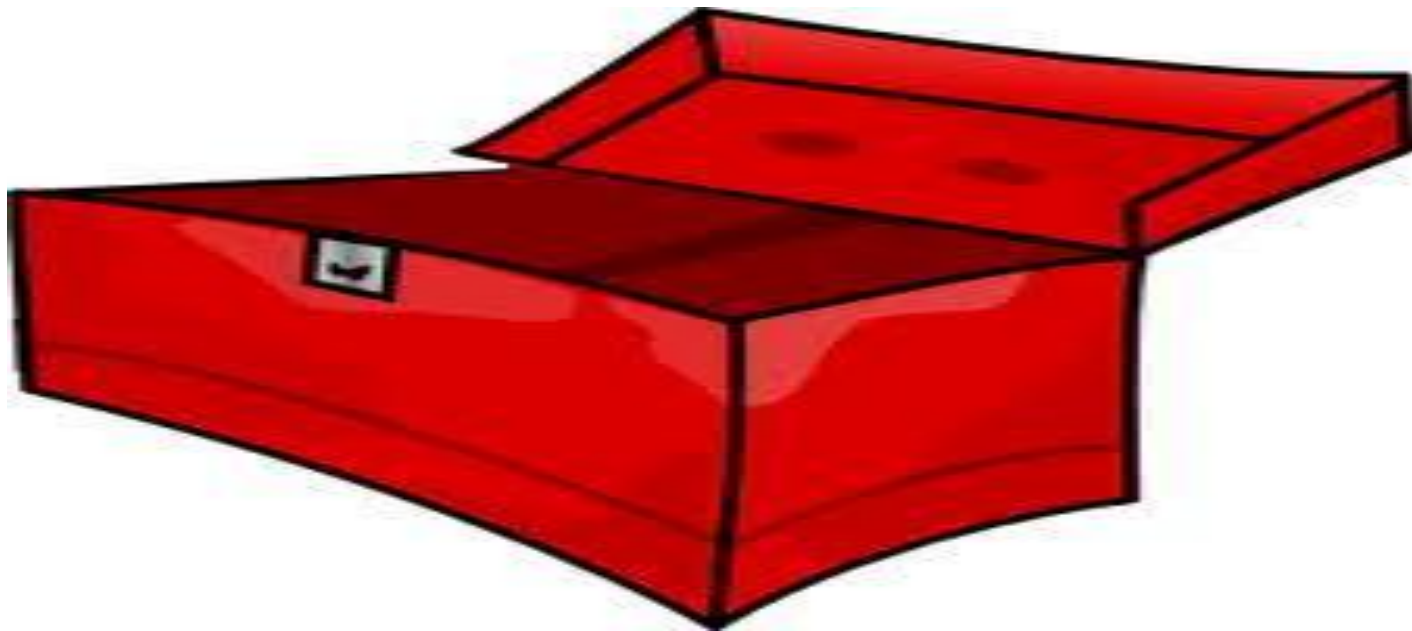
**Additive Manufacturing ▪ Computer-Aided Design ▪ Communications & Electronics ▪ Product/System Testing ▪ First Responder Technologies ▪ Advanced Materials ▪ Advanced Chemistry, Biotechnology & Toxicology ▪ And More**





# Maryland Procurement Technical Assistance Program

## One of the tools in your Small Business Toolbox



# Our Mission

Mission is to help business firms effectively market their products & services to federal, state, and local government agencies.

# So..exactly what does MD PTAP do?

## INDIVIDUALIZED COUNSELING

- Government marketing strategies
- Government certifications & registrations
- Government policies & regulations
- GSA Schedule application
- Bid & proposal assistance
- Pre and post award audits
- Business Assessments and much much more

# We can also explain


- Acquisition Plans
- Funding Chains
- Sources Sought
- Bid Notices
- Government Websites




# How to become a client

- Have a primary place of business in Maryland
- Be a viable government contractor/supplier
- Be willing to provide data about your company & its operations (held confidential)
- Be willing to actively pursue bid opportunities
- Be willing to submit Semi-Annual Client Award Reports
- Be willing to submit an annual evaluation survey on the PTAP Services you have received
- Go to our website:
  - [www.mdptap.org](http://www.mdptap.org) and register!

<http://hcplonline.org/business>



Access • Information • Service  
Anytime • Anywhere



EARLY  
LITERACY  
KIDS  
TEENS  
SENIORS  
BUSINESS &  
CAREER

Search the  for

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- New Releases & Booklists
- BlogaBook for Readers
- Book Newsletters
- Movies, Music, and More Download Now!
- Children's Digital Library
- Didn't Find It? Try This!

**Research a Topic**

- My Library Card**
- Locations & Hours**
- Programs & Events**
- About the Library**
- Support the Library**
- HCPL Foundation**

[Home](#) » Business & Career Search

## Business & Career Search



Entrepreneurs Edge is a collaboration between HCPL, Harford County Office of Economic Development, Harford County Chamber of Commerce, Harford Community College, Harford Business Innovation Center and Small Business Development Center to provide resources and support for aspiring business owners. [Learn more!](#)

Harford County Public Library offers a variety of online resources to assist people during their job search process.

In addition, Harford County Public Library branch librarians offer one-on-one assistance to job seekers in identifying employment opportunities, filling out online applications, setting up email accounts, saving and printing documents, and using resume templates. Call your local branch for an appointment!

### Grant Collection

<http://hcplonline.org/business>

## DEMOGRAPHICS**NOW**

LIBRARY EDITION

[HOME](#)

[BUSINESSES/PEOPLE](#)

[DEMOGRAPHICS](#)

[MAPS](#)

[REPORT WIZARDS](#)



## DEMOGRAPHICS**NOW**

LIBRARY EDITION

**Find people, businesses and more...**

*Building your business?*

[RUN A QUICK REPORT →](#)

*Want to see how it works?*

[VIEW OUR TUTORIALS →](#)



### Looking for people?

Search for an individual, a friend, a relative or create a market research list from over 206 million people and 135 million households! Search by name, address, telephone or by a variety of U.S. Census neighborhood data averages.

[START NOW](#)



### Looking for businesses?

Search for an individual company or create a mailing list of multiple companies from over 20 million active businesses. Search by company name, executive title, business type, and more. Now including a separate Physicians/Dentists directory as well!

[START NOW](#)



### Looking for demographics?

Access a demographic report on any geography – or compare multiple geographies - for information including income, housing, race, age, education, retail spending, consumer expenditures, businesses and more.

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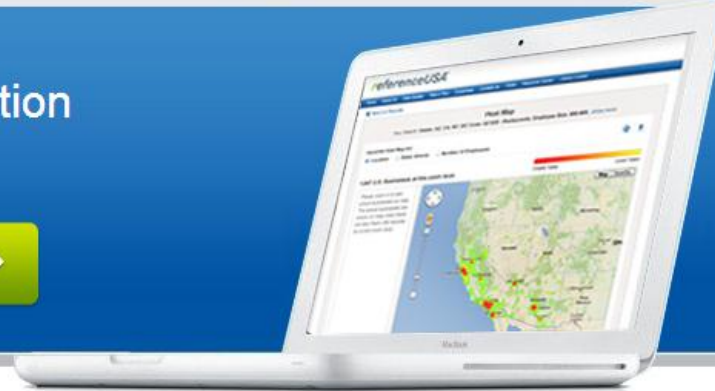
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business and residential information  
for reference and research.

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## Available Databases

Select A Database To Get Started.

### Available Databases

▶ **U.S. Businesses**  
24 Million Businesses

▶ **Canadian Businesses**  
1.5 Million Businesses

▶ **NEW! U.S. Jobs / Internships**  
2.5 Million Job Postings

▶ **U.S. New Businesses**  
4 Million New Businesses

▶ **U.S. Healthcare**  
855,000 Physicians & Dentists

▶ **U.S. Standard White Pages**  
89 Million Residents

▶ **U.S. Consumers / Lifestyles**  
282 Million Consumers

▶ **Canadian White Pages**  
12 Million Households

▶ **U.S. New Movers / Homeowners**  
300,000 Weekly

## Latest News

### NEW! U.S. Historical Businesses Module

We are proud to announce the launch of our new U.S. Historical Business module! Patrons and researchers can now evaluate businesses or industries during any time from 2003 to 2013. Searches can be conducted using multiple selections including geography, business type, and size, then our advanced mapping and charting tools help visualize changes and trends over time. Click [here](#) to see some examples of reports and contact your sales rep for further details.

### NEW! **expressupdate**

**Get Your Business Found  
on Top Search Engines »**

**FAST | EASY | FREE**

**expressupdate**

<http://hcplonline.org/business>



## Small Business Resource Center

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**Search Types** [Basic](#) [Subject Guide](#) [Publication](#) [Advanced](#)

Basic Search

### Basic Search ?

Find:  [Search](#)

Search for words in: ☐ Subject ☒ Keyword ☐ Entire document

#### Limit the results:

☐ to documents with full text ☐ to document with images

by publication date(s) : ☒ All Dates ☐ Before ☐ On ☐ After ☐ Between

and

by publication title:  [Browse Publication Title](#)

[Hide search options](#)

Powered by InfoTrac®

Business Topics

Business Types

Sample Business Plans

How to...

The databases selected for searching offer a combined 1,474,862 articles and were last updated as recently as March 10, 2014



# <http://hcplonline.org/business>

## Adult Learning Center

- Live tutors for adults returning to school, switching jobs, or to help brush up on a skill.
- Practice tests (inc. GED) and resources to help you prepare for the U.S. Citizenship Test.
- Find support and assistance for writing cover letters and resumes.
- Connect with instructors to learn MS Word, Excel and PowerPoint.
- Tips and resources to start your job search.



## Adult Learning Center

Connect. Learn. Succeed.

## Job & Career Accelerator

- An innovative job-hunting system!
- Explore detailed information on over 1,000 different occupations
- Match your interests and skills with the career that's best for you
- Search over five million up-to-the-minute local and national job postings
- Create professional resumes and cover letters
- Practice and master interviewing skills

## Job & Career Accelerator



Home

Center Home

Guidance

Resources

Other Centers

## Welcome to Job & Career Accelerator!

Powerful tools and expert guidance to help you find a great job.

## LearningExpressLibrary

Test preparation site for academic and career exams .

Take practice exams and receive on-line scoring and customized evaluations.

Licensing exams for multiple occupations, as well as GED tests.

Skills building courses for adults: personal finance, writing and grammar.

Courses that include business writing, job search, resume and interviewing.

U.S. Citizenship practice tests in English and Spanish.

Interactive Tutorials to Improve Computer Skills.



Home

All Centers

User Guides

## Welcome to LearningExpress Library

Achieve your educational and career goals. Choose a center below and get started!

## **CONTACT ME!!!**

**Joseph Thompson, Senior Administrator - Public Services**

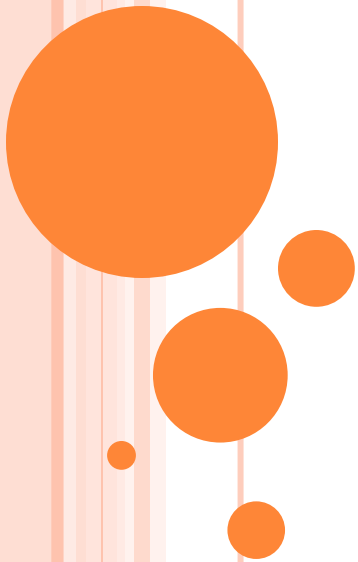
**Harford County Public Library**

**1221-A Brass Mill Road, Belcamp, MD 21017**

**[thompson@hcplonline.org](mailto:thompson@hcplonline.org) / 410-273-5601 x2249 (office)**

# THE GROUND FLOOR AT HARFORD

**Space and Perks**



# WHY? COWORKING BY THE NUMBERS

- 50% of all coworkers access their work space around the clock
- 71% report a boost in creativity since joining a coworking space
- 62% said their standard of work had improved in a coworking space
- Almost 90% of coworkers report an increase in self-confidence
- 70% of coworkers feel healthier than they did working in a traditional office
- 64% of coworkers are better able to complete tasks on time

\*Stats by Deskmag



# A COWORKING SPACE

## ○ Membership

- Access to events & resources
- Conference room
- Wifi
- Collaboration opportunities
- Fostering tech development, entrepreneurial activities and out of the box thinking

## ○ 2 levels of membership

- Standard: \$40/month
  - 5 times a month access (8am-5pm)
- Premium: \$100/month
  - Unlimited 24/7 access
  - Reciprocity @ Betamore & bwtech@UMBC (2x/month)



# JOIN CURRENT SUCCESSFUL TENANTS

## JUST A FEW COMPANIES...

getting in on the GroundFloor



- Don't miss the 4 part series from resident web developers E-Moxie
  - To the Cloud! An intro to cloud services
  - Is Social Networking for You?
  - An Introduction to Mobile Apps
  - Email Marketing







**COWORKING SPACES ARE DOUBLING  
EVERY YEAR. JOIN NOW AND GET IN  
ON THE GROUND FLOOR!**

**Contact Eva Hanley**

**410-273-5708 or [ehanley@harfordcountymd.gov](mailto:ehanley@harfordcountymd.gov)**

# NMTC

## GROWING BUSINESS ROUNDTABLE

Jack Schammel

March 11, 2014

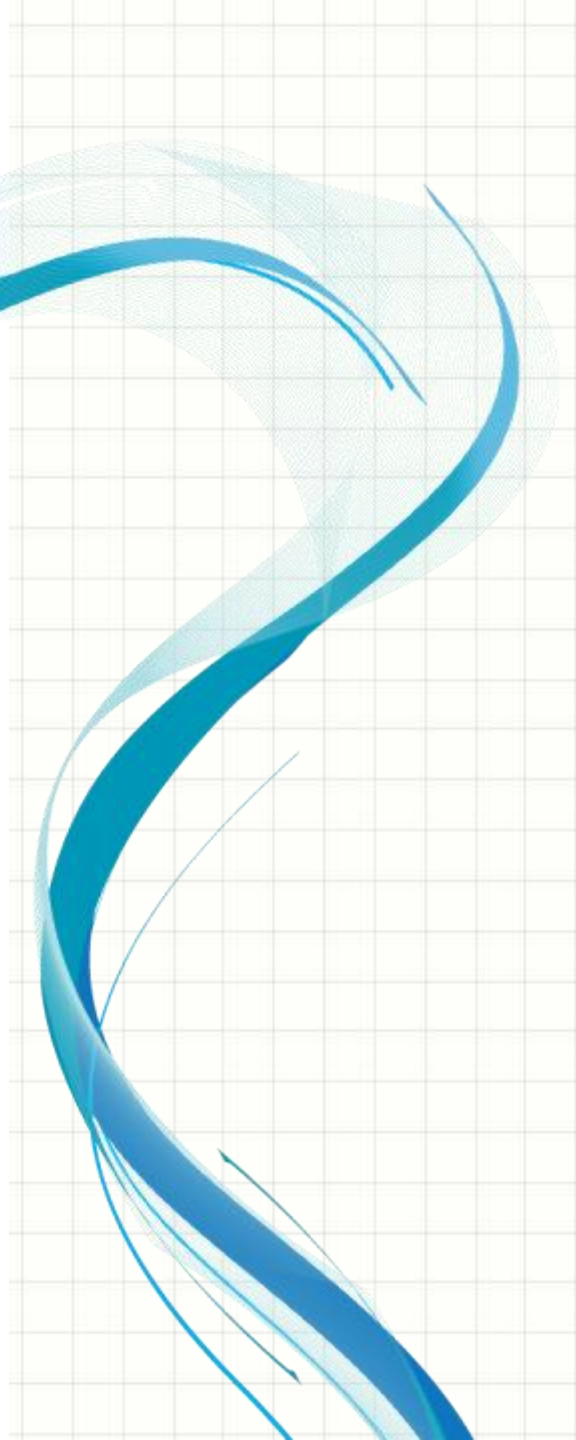




It's Lonely At The  
Top...



# Collective Wisdom of Your Peers

- 
- A decorative graphic on the left side of the slide, consisting of a thick, vibrant blue wavy line that curves upwards and then downwards. This line is surrounded by several lighter, semi-transparent blue layers that follow the same path, creating a sense of motion and depth. The background of the entire slide is a light gray grid.
- Diverse experiences
  - Opportunity for Big Picture Thinking
  - Accountability & Trust



# Join Us!



Third Fridays



7:30 am



HBIC



# Expert Advice, Proven Results

## **Amy Wallace**

Regional Director, Northern Region-

Serving Carroll, Cecil and Harford  
County





- A non-profit management consulting program – small business formation, retention and expansion
- Part of a national organization established in 1980 that has assisted more than 3 million small businesses
- We stress client education, the SBTDC program is the federal government's largest and most successful management and technical assistance program for small businesses.
- Partnership with local business, governments and educational sectors to accomplish our goals.



## Less Whoppers, Bigger Payday

- **One-on-One Confidential Counseling**
  - **Steps to successfully start a business**
  - **Business plan critique and development**
  - **Market research**
  - **Strategic planning**
  - **Certification and contract procurement**
  - **Financial review**
  - **Loan packaging**
- **Conduct training specialized business topics**
- **Group Counseling**



- **Export Assistance Program**
- **PTAP- Procurement Technology & Assistance Program**
- **Retail & Restaurant Management Program**
- **Strategic Growth Consulting**
- **Technology Assistance Program (SBIR)**





- **SBA Loan Guarantee Programs**
- **MBE Certification**
- **DBED Programs**
- **State Agencies**
- **VA Programs**
- **8a Certificate Assistance**

# HOW WE WORK

## THREE COUNTIES



**Cecil Business First!**



## ONE PURPOSE

SBTDC's purpose is to improve people's lives and the competitiveness of businesses through practical business knowledge.



# **& Harford's Hidden Gems**

March 2014

To facilitate the creation and growth of businesses throughout all regions of the State by supporting entrepreneurship and innovative technologies

- Establish and manage programs that support innovation
- Establish and manage programs that promote entrepreneurship
- Funding for technology transfer and development
- Funding for business formation, growth and expansion

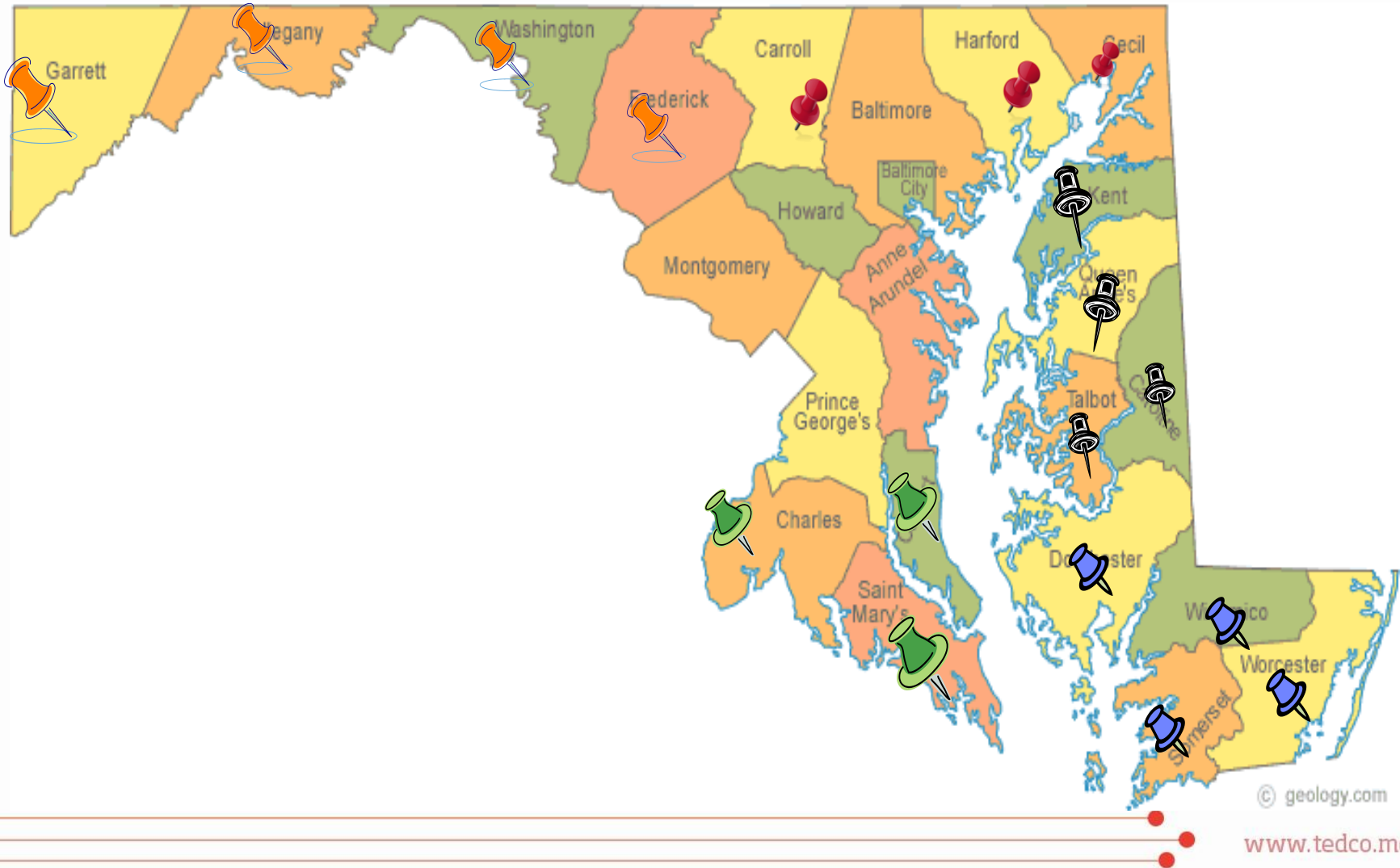
# Benefits of TEDCO Funding



- Access to business and technical assistance
- Access to Venture Capital, angels, and strategic partners
- Publicity through TEDCO press releases
- Recognition and reputation of state programs
- Workshops for TEDCO funded companies only
  - Meet one on one with experts
  - Network with other companies



# Rural Business Innovation Initiative



- ❖ To assist small technology oriented companies in obtaining critical assistance to move their companies to the next stage
- ❖ To create economic development by strengthening existing and emerging companies in rural regions of Maryland
- ❖ To build an entrepreneurial technology community in the rural areas

# Mentoring Disciplines

## Mentoring Effort

